




EVERFI

Financing the Future of Higher Education

A Budget Playbook for Social Impact and Revenue Growth



This resource provides alcohol and sexual assault prevention funding and staffing benchmarks for business officers and student affairs leaders at small, medium, and large institutions, because:

The challenges facing higher education require bold and innovative solutions, including a strategic and comprehensive approach to safety, well-being, and inclusion.

Too often, campus leaders must react to preventable crises at enormous cost to their institutions and the communities they serve.

🔗 [Learn more about the financial impact of sexual assault and substance misuse at your institution with these cost calculators.](#)

Proactively addressing safety, well-being, and inclusion issues will drive positive revenue outcomes across the spectrum of the student lifecycle.

🔗 [Learn more about the ROI of prevention on brand, enrollment, student engagement, academic success, retention, career readiness, and alumni relations](#)

The level of funding and staffing for prevention efforts is directly connected to achieving positive student and institutional outcomes. While many institutions under-resource their prevention efforts, **leading campuses that invest significantly in getting ahead of issues like sexual assault and student drinking have consistently higher retention and graduation rates.**



Fast Facts: Social Impact Drives Student Outcomes

82%

82% of high school seniors reported that safety, well-being, and inclusion are as important to them as academic rigor when deciding on a college or university to attend.

50%-60%

Students who participate in prevention programming are 50-60% more likely to feel like they are valued and belong on campus—key contributors to persistence.

~67%

Upon completing the online prevention program *AlcoholEdu for College*, about two-thirds of students felt more likely to perform better in schoolwork and complete their degree. Over half felt more qualified and prepared for future jobs and more likely to donate as an alum.

Budget Benchmarks for Sexual Assault and Substance Misuse Prevention

Report Methodology

Data was collected from EVERFI's Alcohol and Sexual Assault Diagnostic Inventories. These tools comprehensively assess an institution's alcohol and sexual assault prevention strategies, including programming, policy, critical processes, and institutionalization.

🔗 [Learn more about these core elements of a social impact strategy.](#)

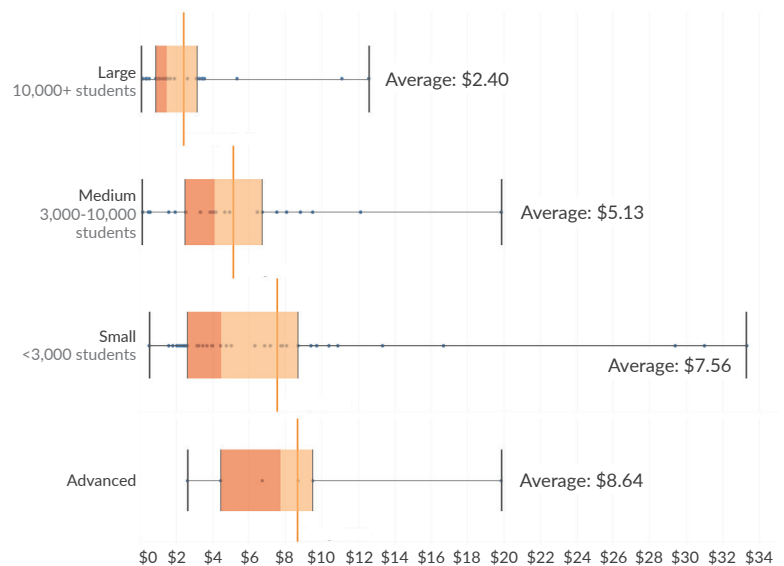
Participating institutions responded to the following question: "For this year, how much recurring funding has been allocated to support [sexual assault / alcohol] prevention efforts, excluding personnel costs (e.g., employee salaries, student assistantships, etc.)?" Grant funding is also excluded.

Data from 142 colleges and universities show distinct differences in prevention funding across small, medium, large, and advanced institutions. Advanced institutions represent those scoring in the top quartile of EVERFI's Diagnostic Inventories across all categories.

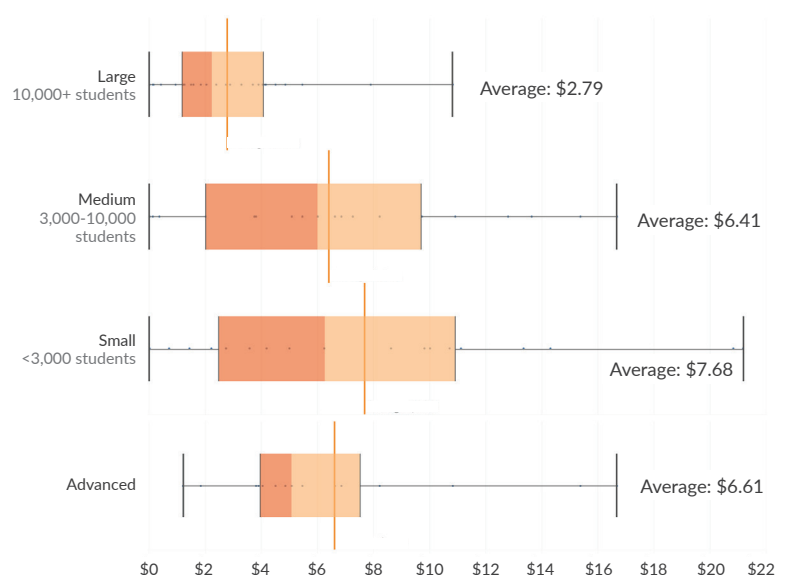
How To Interpret the Data:

- The width of the black lines reflect the budget range for each institution profile.
- The color bars reflect where the middle 50% of institutions' budgets fall.
- The median budget is displayed where the two colors of each bar meet.
- The average budget for each institution profile is specifically noted and indicated by a vertical orange line.
- Outliers beyond two standard deviations of the mean have been removed.

Sexual Assault Prevention Budget Benchmarks (dollars per student)



Alcohol Prevention Budget Benchmarks (dollars per student)



The data represent “dollars per student,” versus total budget amount, to better compare funding levels across institutions. Outliers beyond two standard deviations of the average have been removed.

Key Findings

Dollar per student budgets decrease substantially as school size increases, with large institutions investing an average of less than \$3 per student for both alcohol and sexual assault prevention. While large institutions may realize some economies of scale, this is an area for significant improvement; less than 6% of large institutions scored in the advanced category of the Diagnostic Inventories.

Institutions report slightly higher alcohol misuse prevention budgets than budgets for sexual assault prevention. While college students drink less on average in recent years, the additional investment is needed to maintain this positive trend by supporting alcohol-free events, abstainer communities, and students in recovery from substance misuse disorders. These initiatives help maintain lower-risk communities and retain students who do not engage in high-risk or illicit behaviors.

By investing in programs that engage students as parts of the solution to high-risk behaviors (versus assuming that all students are participating in these behaviors), campuses can amplify the impact of their prevention strategies. This bystander intervention approach—a known best practice in prevention programming—ensures that the “healthy majority” on campus have the tools and skills to take action when students are at risk of harm and create a culture that supports low-risk behaviors.



The Bottom Line

Leading institutions spend up to 3.6x more on alcohol and sexual assault prevention compared to average institutions, with the widest gap at campuses with more than 10,000 students.

Campuses should allocate prevention budgets at least within the following ranges:

Institution Size (# of students)	Sexual Assault Prevention Budget (dollars per students)	Alcohol Prevention Budget (dollars per students)
Large (10,000+)	\$2–\$4 dollars per student	\$2–\$4 dollars per student
Medium (3,000-10,000)	\$4–\$6 dollars per student	\$5–\$8 dollars per student
Small (<3,000)	\$5–\$9 dollars per student	\$6–\$9 dollars per student

Meeting or exceeding these funding recommendations will enable prevention staff to invest in: digital prevention programs to help scale their outreach; tools for collecting and analyzing campus climate data; materials and incentives for student engagement initiatives; and other elements of a comprehensive prevention and compliance strategy.



Staffing Benchmarks for Sexual Assault and Substance Misuse Prevention

Data was collected from EVERFI's Alcohol and Sexual Assault Diagnostic Inventories. Participating institutions (n=142) responded to the following question: "What is the total full-time equivalent (FTE) devoted to [sexual assault / alcohol] prevention on your campus (including your time, other staff time, paid student help, etc.)?"

There are distinct differences in the ratio of students per prevention FTE across small, medium, large, and advanced institutions. Institutions report substantially less favorable staffing ratios as school size increases, with large institutions allocating only 1 sexual assault prevention FTE for nearly 14,000 students and only 1 alcohol prevention FTE for over 20,000 students. This creates significant risk of burnout and turnover, impacting the ability to retain and maximize prevention practitioners at larger institutions.

The Bottom Line

Leading institutions invest in up to 5x more full-time prevention staff compared to average institutions, with the widest gap at campuses with more than 10,000 students.

Campuses should allocate funding to support prevention staffing, including graduate interns and assistants, at least within the ranges in the table on the right.

Meeting or exceeding these recommendations will enable prevention staff to provide adequate in-person engagement opportunities across the student lifecycle while also managing critical initiatives like: digital programs and tools; policy development; monitoring and evaluation; strategic planning; campus-wide collaborations and communications; and other elements of a comprehensive prevention and compliance strategy.

Sexual Assault Prevention Staffing Benchmarks
(# of students per full-time equivalent)

Institution Size (# of students)	Average Students per FTE	Median Students per FTE	Minimum Students per FTE	Maximum Students per FTE
Large (10,000+)	13,792	8,430	2,311	60,000
Medium (3,000-10,000)	6,229	4,967	694	23,930
Small (<3,000)	2,564	1,600	461	10,000
Advanced	2,719	1,150	783	7,802

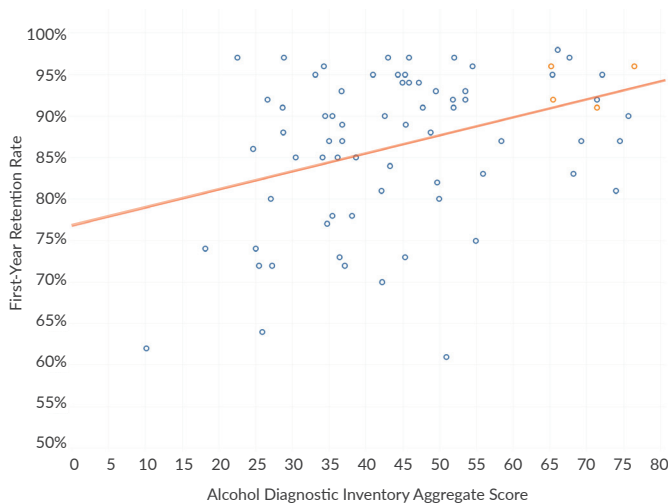
Alcohol Prevention Staffing Benchmarks
(# of students per full-time equivalent)

Institution Size (# of students)	Average Students per FTE	Median Students per FTE	Minimum Students per FTE	Maximum Students per FTE
Large (10,000+)	20,761	15,052	1,682	82,887
Medium (3,000-10,000)	9,810	6,056	1,098	30,000
Small (<3,000)	4,389	3,200	200	11,600
Advanced	6,064	4,267	1,290	24,325

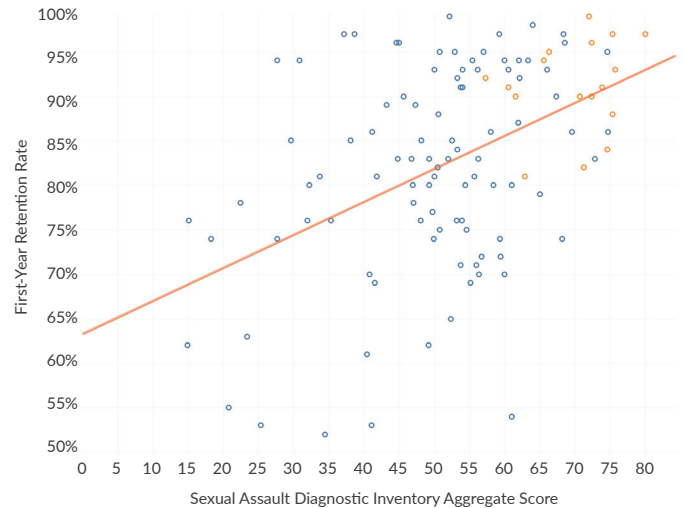
Institution Size (# of students)	Sexual Assault Prevention Staffing (# students per full-time equivalent)	Alcohol Prevention Staffing (# students per full-time equivalent)
Large (10,000+)	1 FTE per 6,000 - 10,000 students	1 FTE per 8,000 - 12,000 students
Medium (3,000-10,000)	1 FTE per 3,000 - 6,000 students	1 FTE per 5,000 - 8,000 students
Small (<3,000)	1 FTE per 1,000 - 3,000 students	1 FTE per 2,000 - 4,000 students

Prevention Funding and Staffing Strongly Predict Retention

Alcohol Diagnostic Inventory Score & First-Year Retention Rate



Sexual Assault Diagnostic Inventory Score & First-Year Retention Rate



How to Interpret the Data

The above charts demonstrate the relationship between the quality of an institution's prevention strategy (as measured by overall score on EVERFI's Alcohol and/or Sexual Assault Diagnostic Inventory) and their first-year retention rate.

Data from 142 colleges and universities demonstrate the strong, positive connection that safety, well-being, and inclusion efforts have to retention. **The orange dots represent Advanced campuses, those scoring in the top quartile of EVERFI's Diagnostic Inventories for their Institutionalization efforts (including funding and staffing).**

Key Takeaways

A modest three- to four-point increase in Diagnostic Inventory score corresponds to a 1% higher first-year retention rate. This relationship becomes even more strongly predictive of first-year retention rates two years later, demonstrating the increased outcomes made from quality improvements over time.

Further, Alcohol and Sexual Assault Diagnostic Inventory scores are positively correlated with four-year graduation

rates such that a three-point increase in Diagnostic Inventory score predicts a 2.25% and 2.5% higher four-year graduation rate, respectively.

Statistically, an institution's Alcohol Diagnostic Inventory score accounts for 14% of the variance in their first-year retention rates and 16% of the variance in four-year graduation rates. This relationship is even stronger for Sexual Assault Diagnostic Inventory score, accounting for 20% and 25% of the variance in retention and graduation rates, respectively.

The Bottom Line

The quality of an institution's prevention strategy, which is strongly influenced by funding and staffing, is predictive of their retention and graduation rates. Modest increases in prevention resources can contribute to improvements in student persistence that generate tuition revenue returns far exceeding institutional investments. Campus leaders must empower their prevention teams with the resources they need to engage in comprehensive, evidence-based strategies, and encourage them to collect robust climate and impact data that includes metrics related to student success and institutional outcomes.



Key Takeaways for Business Officers and Student Affairs Leaders

1. Comprehensive and proactive strategies to address safety, well-being, and inclusion challenges can drive meaningful outcomes for student success and institutional revenue.
 - ③ [Learn more about the ROI of prevention.](#)
2. Institutionalization (including funding and staffing) is the foundation for effective prevention initiatives, providing resources and support for critical processes that align resources with campus needs, clear and consistently enforced policies that communicate values and expectations, and evidence-based programming that drives engagement and behavior change.
 - ③ [Learn more about the four elements of a comprehensive prevention strategy.](#)
3. Recommendation for prevention budgets and staffing: Campuses should allocate human and financial resources at least within the suggested ranges of this report over the next two years to reach a minimum threshold of investment in alcohol and sexual assault prevention. To maximize impact and the tuition revenue returns on these investments, campuses should align their prevention budget and staffing with the benchmarks for Advanced institutions over the next two years.
 - ③ [Learn more about scalable strategies for addressing sexual assault, substance misuse, mental health, and diversity, equity, and inclusion.](#)
4. EVERFI has developed a brief, 10-item assessment to help campus leaders evaluate key strategies for addressing sexual assault and student drinking. Upon completion, you will receive a custom report benchmarking your institution's prevention leadership against national aggregates and Advanced campuses.
 - ③ [Start evaluating your campus prevention efforts with the Executive Diagnostic Assessment.](#)
5. Business officers and student affairs leaders must act now to reposition safety, well-being, and inclusion efforts as mission-critical investments for their institution to remain relevant and financially solvent and for their community to thrive.

EVERFI

EVERFI helps institutions of higher learning create safer, healthier, and more inclusive campus communities. Through online prevention education and compliance training, policy and program guidance, professional development, data insights, and performance benchmarking, EVERFI drives lasting, large-scale change on the critical issues of health and well-being facing students, faculty, and staff.

Learn more at
<https://everfi.com/colleges-universities/>
or call 1-800-945-2316



The National Association of College and University Business Officers (NACUBO) is a membership organization representing more than 1,900 colleges and universities across the country. NACUBO serves higher education business and financial officers through advocacy efforts, professional development activities, and essential technical expertise. The association's mission is to advance the economic vitality, business practices and support for higher education institutions in pursuit of their missions.

Learn more at
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